



2004 AgriMissouri™ Media Excellence Award Award Rules and Procedures

- › The **AgriMissouri™ Media Excellence Award** honors radio, television and print media organizations for outstanding work in reporting on:
 - Products grown, raised, and processed in Missouri.
 - AgriMissouri™ companies, including farmers' markets and agritourism businesses
 - Retailers, restaurants, foodservice distributors, schools, institutions, farmers' markets and other sellers of products grown, raised and processed in Missouri.
- › Nominations can be based on individual articles or broadcasts or on cumulative coverage.
- › Nominations can be based on news coverage between October 16, 2003 and October 15, 2004.
- › The award program is open to all media outlets with distribution in Missouri.
- › Evaluations of the entries are based on:
 - Communication impact – significance in increasing public knowledge and understanding of AgriMissouri™ companies, products they produce, or venues for experiencing Missouri grown, raised or processed products
 - Scope – breadth of coverage
 - Comprehensiveness – depth of coverage
- › The selection committee will be comprised of members of the Advisory Commission on the Marketing of Missouri Agricultural Products.
- › Applicant must submit [nomination form](#) along with [narrative](#), including description of overall coverage, article listings, clippings, photos, or broadcast listings, tapes, videos, or special programs.
- › Applications must be postmarked no later than October 15, 2004 to:

Agriculture Business Development Division
Attn: AgriMissouri™ Media Excellence Award
Missouri Department of Agriculture
P.O. Box 630
Jefferson City, MO 65102

- › Award recipient will be notified in early November. Awards will be presented during the Governor's Conference on Agriculture at Tan-Tar-A on December 12, 2004.

1616 missouri blvd | po box 630 | jefferson city, mo 65102

[p] 573-751-4339 [f] 573-751-2868



2004 AgriMissouri™ Media Excellence Award Nomination Form

NOMINATOR:

Name of Nominator (entries can be self-nominated) _____

Address _____

City/State/Zip Code _____

Phone Number _____

Email _____

NOMINEE

Organization Name _____

Contact Name _____

Address _____

City/State/Zip Code _____

Telephone _____

Email _____

Collaborators: _____

Check one:

☐ Radio

☐ Television

☐ Print [☐ magazine ☐ newspaper ☐ on-line]

Please attach a narrative, including description of overall coverage, article listings, clippings, photos, or broadcast listings, tapes, videos, or special programs.

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